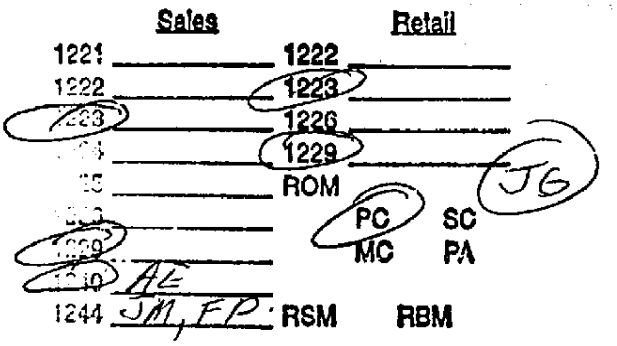
E-Mail

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet



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Source: https://www.industrydocuments.ucsf.edu/docs/jrxy0000

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 13, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

JANUARY: WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Paul:

We have placed orders for *Winston Tear Tape* product (.35¢/Pack) as listed to pack and ship this promotion to your participating retail accounts. **1830** SKUs of Sleeve Displays (item #536285) have been ordered to Consolidated Industries to pack this Promotion.

Product PO # ER2536-01

UPC Code	Winston Brand Styles	#/ (6M) Cases
12300-24876	Light Box	122(**)
12300-22772	Filter Box	122(**)

*****16 Cases (each style) are to be used for 7-11 stores. Obtain store list from 7-11 Headquarters.***

All additional pertinent promotional information is listed below:

Product Arrival (@ McLane): **December 8, 1997**
Premium Arrival (@ Consolidated): **December 11, 1997**
Ship Date to Retail: **January 5, 1998**

Sleeves / Display (Item #536285)

SKU CUBE: **0.8260**
SKU WT (w/o Product): **1.5000 lbs**
Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Full Price Cartons**

EFT $ Amount: **$66,802.62**

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Promotion Description: Utilize self-contained shipper displays. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each:

Winston Filter Box and Winston Light Box.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $3,416.00 **(122 (12M) cases @ $28.00)**.

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: L. E. MacWilliams
cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710
Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

JANUARY: WINSTON .70¢ OFF 2-PACK PURCHASE / PROMO #800008

RETAIL DISTRIBUTION DATE: 1/5/98

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE											
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	CUYAHOGA	PA	RI
A-PLUS/ SUNOCO	304	See List	401	1		29			3	16	83			265	4
AMOCO	58	1	58							27	2			29	
BP OIL	44	See List	78											78	
COASTAL MART	36	2	72							22				50	
COOKS CONVENIENT	7	See List	10								10				
COUNTRY FAIR	69	See List	242								8	32		202	
CONV EXPRESS	5	See List	11								11				
EXPRESS MART	40	See List	44								44				
HESS MART	51	See List	95							4	75			16	
HESS STATION	155	See List	178	1		2				28	104			42	1
J MART	8	1	8								8				
KRAUSZERS	12	See List	34	34											
MANLEY'S	11	See List	12								12				
MOBIL / ON THE RUN	100	See List	119	15		32			20		46				6
QUICKWAY	29	1	29								29				
7/11 - HANDEE MART	24	See List	61									2	32	27	
7/11 - SOUTHLAND			240	*7-11 WILL PROVIDE SPECIFIC STORE LIST TO McLANE*											
SUGARCREEK (*Not Participating)	79	1	79								79				
SUNRISE FOODS	16	1	16								16				
INDEPENDENTS & SMALL CHAINS	32	See List	35	1		6	2		3	4	12			7	
TOTALS	1080		1822	52	0	69	2	0	26	101	539	34	32	716	11

(MC-STJAN.XLS)11/25/97

(McLANE NO LONGER SHIPS TO DL/ KY/ OH(*Exception: 8 OH/ C.FAIR STORES)/ MI/ MD

cc: J. Piscitelli

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Source: https://www.industrydocuments.ucsf.edu/docs/jrxy0000